

23. (Original) The machine-readable medium of claim 17, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::

indicating an availability of new interactive services by changing a form of the interactive channel bug.

24. (Original) The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::

indicating an availability of interactive services associated with the broadcast by the changed form of the interactive channel bug.

25. (Original) The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::

indicating an availability of interactive services associated with a purchase of products or services by the changed form of the interactive channel bug.

26. (Currently Amended) A method for providing interactive content comprising:

capturing and analyzing a video stream to locate a standard non-interactive broadcast bug;

determining a position of the standard non-interactive broadcast bug;

aligning an interactive bug over the broadcast bug at the position; and

displaying the interactive bug over the broadcast bug within the video stream.

27

26. (Original) The method of claim 26, further comprising:

interacting with content using the interactive bug.

28

27. (Original) The method of claim 26, wherein the content is enhanced, interactive television (TV) content.